ORDER



Orders Order / Rev:

37377

Alt Order #:

08860799

Product Desc:

BERKLEY/SENATE/D

Estimate:

Flight Dates:

Order Type:

10/02/12 - 10/08/12

Original Date / Rev:

09/21/12 / 10/02/12

GENERAL

Primary AE: Sales Office:

K-WAS

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

National

Mike Jones

Agency

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Agency Commission:

EOM/EOC

Broadcast

15%

Cash

Advertiser

Name:

Priority:

Berkley, Shelley - D-USS

Demographic:

A35+

Product Codes:

PO1

LV2

Revenue Codes:

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date

End Date # Spots Gross Amount Net Amount 10/01/12 10/08/12 151 \$73,965.00 \$62,870.25

Share

30%

Totals

Month # Spots Gross Amount Net Amount Rating October 2012 151 \$73,965.00 \$62,870.25 0.00 \$73,965.00 0.00 Totals 151 \$62,870.25

00:15:00

Account Executives

Account Executive

Sales Office

Sales Region

Start Date / End Date

Start Of Order - End Of Order

Order %

100%

Mike Jones

Order Share KLAS

\$73,965.00

Total

100% Market \$246,550.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,637.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,327.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/02/12	10/05/12	8 News Now 4-5a	CM	4-5a	-TWTF	:30	8	\$25.00LV3	0.00 NM	8	\$200.00
				8 News Now 4-5a									
	NEWS	3											
	St	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	leek: 10	0/01/12	10/07/12	-TWTF	8	\$25.00	0.00						
E 2	8	10/08/12	10/08/12	8 News Now 4-5a	CM	4-5a	M	:30	2	\$25.00LV3	0.00 NM	2	\$50.00
				8 News Now 4-5a									

Page 2 of 7 Print Date: 10/04/12 14:47:43

Order / Rev:

37377

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08860799

Flight Dates:

10/02/12 - 10/08/12

Estimate:

KLAS Product Desc: BERKLEY/SENATE/D

Ln Ch Start End NEWS	Inventory Code Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week M 2	<u>Rate</u> \$25.00	Rating 0.00						
E 3 8 10/02/12 10/05/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	-TWTF	:30	12	\$165.00LV3	0.00 NM	12	\$1,980.00
THS MRN <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week -TWTF 12		Rating 0.00						
E 4 8 10/08/12 10/08/12		7-9a	M	:30	3	\$165.00LV3	0.00 NM	3	\$495.00
THS MRN <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		Rating 0.00						
E 5 8 10/02/12 10/05/12	8 News Now 5a M-F CM 8 News Now 5a M-F	5-6a	-TWTF	:30	11	\$185.00LV3	0.00 NM	11	\$2,035.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week -TWTF 11		Rating 0.00						
	8 News Now 5a M-F CM 8 News Now 5a M-F	5-6a	M	:30	3	\$185.00LV3	0.00 NM	3	\$555.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		Rating 0.00						
	8 News Now 6a M-F CM 8 News Now 6a M-F	6-7a	-TWTF	:30	8	\$250.00LV3	0.00 NM	8	\$2,000.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week -TWTF 8		Rating 0.00						
	8 News Now 6a M-F CM 8 News Now 6a M-F	6-7a	M	:30	2	\$250.00LV3	0.00 NM	2	\$500.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		Rating 0.00						
E 9 8 10/02/12 10/05/12	8 News Now Noon M-F CM 8 News Now Noon M-F	12-1230p	-TWTF	:30	4	\$275.00LV3	0.00 NM	4	\$1,100.00
NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating				•		
Week: 10/01/12 10/07/12	-TWTF 4	—	0.00						
E 10 8 10/08/12 10/08/12 NEWS	8 News Now Noon M-F CM 8 News Now Noon M-F	12-1230p	M	:30	1	\$275.00LV3	0.00 NM	1	\$275.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week M 1	<u>Rate</u> \$275.00	Rating 0.00						
E 11 8 10/02/12 10/05/12 PRICE RITE	Price Is Right CM Price Is Right	10-11a	-TWTF	:30	4	\$400.00LV3	0.00 NM	4	\$1,600.00
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week -TWTF 4	<u>Rate</u> \$400.00	Rating 0.00						
E 12 8 10/08/12 10/08/12	Price Is Right CM Price Is Right	10-11a	M	:30	1	\$400.00LV3	0.00 NM	1	\$400.00
PRICE RITE	Thos is right						l		
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week M 1	Rate \$400.00	Rating 0.00						
E 13 8 10/07/12 10/07/12 NEWS	8 News Now Sun 5-7p CM 8 News Now Sun	430-5p, 630-	-7pS	:30	1	\$215.00LV3	0.00 NM	1	\$215.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$215.00	Rating 0.00						
	8 News Now Sat 5-7p CM 8 News Now Sat 5-7p	5-7p	S-	:30	1	\$185.00LV3	0.00 NM	1	\$185.00
NEWS							l		

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KLAS

Order / Rev:

37377

Advertiser:

Berkley, Shelley - D-USS

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Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/02/12 - 10/08/12

Estimate:

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End Inventory Code Break :30 \$185.00LV3 0.00 NM \$185.00 5-7p 8 News Now Sat 5-7p CM E 14 8 10/06/12 10/06/12 8 News Now Sat 5-7p **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating 0.00 10/07/12 ----S-\$185.00 Week: 10/01/12 \$3,200.00 E 15 8 News Now 5-630p M-FCM 5-630p -TWTF--:30 8 \$400.00LV3 0.00 NM 8 10/02/12 10/05/12 8 News Now 5-630p M-F **NEWS** Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 -TWTF--\$400.00 0.00 10/07/12 \$400.00LV3 0.00 NM 2 \$800.00 5-630p M----:30 8 10/08/12 10/08/12 8 News Now 5-630p M-FCM E 16 8 News Now 5-630p M-F **NEWS** Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 M-----\$400.00 0.00 10/02/12 10/05/12 8 News Now 4p M-F CM 4-5p -TWTF--:30 \$350.00LV3 0.00 NM 8 \$2,800.00 8 News Now 4p M-F (4:30 PM-5:00 PM) **NEWS** Start Date Weekdays Spots/Week **End Date** Rate Rating \$350.00 10/07/12 -TWTF--8 0.00 Week: 10/01/12 \$350.00LV3 0.00 NM 2 \$700.00 E 18 10/08/12 10/08/12 8 News Now 4p M-F CM 4-5p M----.30 8 News Now 4p M-F (4:30 PM-5:00 PM) **NEWS** Spots/Week Start Date Weekdays Rating **End Date** Rate Week: 10/08/12 10/14/12 \$350.00 0.00 Sat 7-8p - ET Wknd 7-8p :30 \$165.00LV3 0.00 NM \$165.00 10/06/12 10/06/12 CM ----5-E 19 Ent Tonight Weekend ET Start Date **End Date** Weekdays Spots/Week Rating Rate 10/07/12 ----5-\$165.00 0.00 Week: 10/01/12 10/02/12 10/05/12 7-8p Rotator CM 7-8p -TWTF--:30 \$350.00LV2 0.00 NM \$2,800.00 E 20 8 7-8p Rotator ET Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 -TWTF--\$350.00 0.00 Week: 10/01/12 8 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type (\$350.00) 0.00 NM 2 8 10/01/12-10/07/12 7-8p Rotator 7-8p -TWThF---:30 See MG 20.9,20.10 [Program PE'd due "Presidential Debate" - bco] 7-8p -TWThF----(\$350.00) 0.00 NM 8 10/01/12-10/07/12 7-8p Rotator See MG 20.9.20.10 [Program PE'd due "Presidential Debate" - bco] 9 8 10/03/12-10/03/12 Wed 10-11p 10-11p (10:00 PM-10:3C--W-----:30 \$350.00 0.00 NM MG for 20.2,20.6 10 8 10/03/12-10/03/12 Wed 10-11p 10-11p (10:00 PM-10:3C--W-----.30 \$350.00 0.00 NM MG for 20.2,20.6 E 21 10/08/12 10/08/12 7-8p Rotator CM 7-8p M-----:30 2 \$350.00LV2 0.00 NM 2 \$700.00 7-8p Rotator ET Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$350.00 0.00 E 22 8 10/02/12 10/05/12 630-7p Inside Edition CM 630-7p -TWTF--:30 \$325.00LV2 0.00 NM \$1,300.00 Inside Edition INS EDIT Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -TWTF--\$325.00 0.00

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KLAS

Order / Rev:

37377

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08860799

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/02/12 - 10/08/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	d Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 22 8		2 10/05/12	630-7p Inside Ed		630-7p	-TWTF	:30	4	\$325.00LV2	AND DESCRIPTION OF THE PARTY OF	4	\$1,300.00
INS E	EDIT		Inside Edition									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
The second secon	10/01/12	10/07/12	-TWTF	4 Stort		0.00	eekdays	Len	ath Pate	Rtg Type		
<u>Spot</u> (Ch <u>Date Ra</u> 8 10/01/1		lescription 30-7p Inside Editio		t/End Time 7p		TWThF		:30 (\$325.00)			
100	See MG 22		-11									
ا 5		2-10/03/12 V	sidential Debate" - Ved 10-11p	- bco j 10-1	1p	(10:30 PM-11:0C-	-W	_	:30 \$325.00	0.00 NM		
-	MG for 22.4					Constitution of the consti			11 \$000,000,000			
E 23 8		12 10/08/12	630-7p Inside Ed Inside Edition	ition CM	630-7p	M	:30	1	\$325.00LV2	0.00 NM	1	\$325.00
INS E	EDIT Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/08/12	10/14/12	M	1	\$325.00	0.00						
E 24 8	10/02/1	12 10/02/12	Contraction of the Contraction o	CM	8-9p	-T	:30	1	\$2,000.00LV3	0.00 NM	1	\$2,000.00
NCIS			NCIS									
<u>s</u>	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
E 25 8	10/01/12	10/07/12 12 10/02/12	-T Tue 9-10n	CM	\$2,000.00 9-10p	0.00 -T	:30	1	\$2,000.00LV3	0.00 NM	1	\$2,000.00
VC-20/A2014		12 10/02/12	NCIS: LA	OIVI	3-10p	The state of the s	.50	- 6	\$2,000.000	0.00 14101		\$2,000.00
NCIS		End Data	Mookdays	Spots/Mook	Pato	Pating						
990000	Start Date 10/01/12	End Date 10/07/12	<u>Weekdays</u> -T	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
E 26 8	10/04/1	12 10/04/12		CM	9-10p	T	:30	1	\$1,800.00LV3	0.00 NM	1	\$1,800.00
PERS	S OF INT		Person Of Intere	st								
100000000000000000000000000000000000000	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1 E 27 8	10/01/12	10/07/12 12 10/07/12	T	CM	\$1,800.00 7-8p	0.00	.20		64 200 001 \/2	0.00 NM4	4	£4 200 00
E 21 0	10/07/	12 10/07/12	60 Minutes	CIVI	7-op	5	:30	1	\$1,300.00LV3	0.00 NM	1	\$1,300.00
60 MI	Sin sees o	F 15 1	10/1-1	0								
The second secon	Start Date 10/01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$1,300.00	Rating 0.00						
E 28 8	10/08/1	2 10/08/12	Mon 10-11p	CM	10-11p	M	:30	1	\$1,900.00LV3	0.00 NM	1	\$1,900.00
HAW	AII 5.0		Hawaii Five-O									
<u>s</u>	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	10/08/12	10/14/12	M		\$1,900.00	0.00	- 20		04.000.0011/0	0.00.1114		
E 30 8	10/07/1	2 10/0//12	Sun 10-11p The Mentalist	СМ	10-11p	S	:30	1	\$1,900.00LV3	0.00 NM	1	\$1,900.00
	TALIST	F-45-1	WL-	0		5						
Week: 1	Start Date 10/01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$1,900.00	Rating 0.00						
E 31 8	ACCRECATE TO SERVICE AND ADDRESS OF THE PARTY OF THE PART	2 10/05/12		СМ	10-11p	F	:30	1	\$1,400.00LV3	0.00 NM	1	\$1,400.00
BLUE	BLOODS		Blue Bloods									
<u>s</u>	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/07/12 2 10/05/12	F		\$1,400.00	0.00	.00		04 000 00117	0.00.1111	923	04 000
	10/05/1 N JRSY	2 10/05/12	Made In Jersey	СМ	9-10p	F	:30	1	\$1,200.00LV3	0.00 NM	1	\$1,200.00
<u>S</u>	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 1 E 33 8		10/07/12	F Thu 10 115		\$1,200.00	0.00	.00		00.000.00117	0.00.111		
E 33 8	10/04/1	2 10/04/12	Thu 10-11p Elementary	СМ	10-11p	T	:30	1	\$2,200.00LV3	0.00 NM	1	\$2,200.00
-2-	MENTARY	End D	200001001 (8) 0018	Constant	.	D-1				- 1		
Week: 1	0/01/12	End Date 10/07/12	Weekdays T	Spots/Week 1	Rate \$2,200.00	Rating 0.00						

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KLAS

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Advertiser:

Berkley, Shelley - D-USS

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Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/02/12 - 10/08/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End	Department of the last of the	Len Spo		Rate Pri	THE RESERVE OF THE PERSON NAMED IN	-	Amount
E 33 8	10/04/1	2 10/04/12	Thu 10-11p Elementary	CM	10-11p	T	- :30	1	\$2,200.00LV3	0.00 NM	1	\$2,200.00
ELEM	MENTARY		Licinomary									
_	Start Date 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate \$2,200.00	Rating 0.00						
	Ch Date Ra		escription		t/End Time	0.00	Weekdays	Len		Rtg Type		
1		2-10/07/12 T	hu 10-11p	10-1	1p		Th	-	:30(\$2,200.00)	0.00 <i>NM</i>		
2	See MG 33 8 10/01/1	.∠ 2-10/07/12 T	hu 10-11p	10-1	1p		Th	_	:30 \$2,200.00	0.00 NM		
	MG for 33.1											
E 36 8	10/04/1	2 10/04/12	Thu 8-9p Big Bang / 2 1/2	CM	8-9p	T	- :30	1	\$2,100.00LV3	0.00 NM	1	\$2,100.00
BG B	NG/2.5 ME	N	big bally / 2 1/2	Men								
10 may 200 10 may 20 10 10 10 10 10 10 10 10 10 10 10 10 10	Start Date	End Date	Weekdays	Spots/Week		Rating						
E 37 8	10/01/12	10/07/12	Sat 10-11p	CM	\$2,100.00 10-11P	0.00	- :30	1	\$750.00LV3	0.00 NM	1	\$750.00
			48 Hours Myster	-								********
	R MYST Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/01/12	10/07/12	S-	1	\$750.00	0.00						
E 38 8	10/02/1	12 10/05/12		CM	1135p-1237	-TWTF-	- :30	8	\$200.00LV3	0.00 NM	8	\$1,600.00
LTTR	MN		Letterman							- 1		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
E 39 8	10/01/12	10/07/12	-TWTF	8 CM	\$200.00 1135p-1237a	0.00 a M	- :30	2	\$200.00LV3	0.00 NM	2	\$400.00
		12 10/00/12	Letterman	OW	11000 12070		.00	_	\$200.00EV5	0.00 14141	2	\$400.00
LTTR	MN Start Date	End Date	Weekdays	Spots/Week	Pata	Pating						
	10/08/12	10/14/12	M	2	<u>Rate</u> \$200.00	Rating 0.00						
E 40 8	10/02/1	2 10/05/12	Craig Ferguson	СМ	1237a-137a	-TWTF-	- :30	4	\$110.00LV3	0.00 NM	4	\$440.00
FRGI	JSN		Craig Ferguson		(12:37 XM-1:	37 XIVI)				- 1		
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
E 41 8	10/01/12	10/07/12	-TWTF Craig Ferguson	CM	\$110.00 1237a-137a	0.00 M	- :30	1	\$110.00LV3	0.00 NM	1	\$110.00
		12 10/00/12	Craig Ferguson	OW	(12:37 XM-1:	2020	.50		\$110.00EV3	0.00 14101	-1	\$110.00
FRGU	JSN Start Date	End Date	Mookdays	Spots/Mook	Pata	Dating				- 1		
50000 FEET 100 TO 100 T	10/08/12	10/14/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$110.00	Rating 0.00						
E 42 8	10/06/1	2 10/07/12	8 News Now 11p		11-1135P	S	S :30	2	\$300.00LV3	0.00 NM	2	\$600.00
NEW	S		8 News Now Sa/	Su 11p								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 1 E 43 8	10/01/12	10/07/12	8 News Now 11p	M-F CM	\$300.00 11-1135p	0.00 -TWTF-	- :30	4	\$500.00LV3	0.00 NM	4	62 000 00
		10/00/12	8 News Now 11p		11-1155р	- I WIF-	.30		\$500.00LV3	0.00 NW	4	\$2,000.00
NEW:	S Start Date	End Date	Weekdays	Spots/Week	Pata	Dating						
1000-0000 DE VA	0/01/12	10/07/12	-TWTF	4	<u>Rate</u> \$500.00	Rating 0.00						
E 44 8	10/08/1	2 10/08/12	8 News Now 11p		11-1135p	M	- :30	1	\$500.00LV3	0.00 NM	1	\$500.00
NEW:	S		8 News Now 11p	IVI-I						- 1		
9.77	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1 E 46 8		10/14/12	8 News Now Sun	AM #2CM	\$500.00 8 News Now	0.00 Sun A	s :30	2	\$215.00LV3	0.00 NM	2	\$430.00
THE STATE OF THE S			8 News Now Sur				00	-	J2.0.00EV0	5.55 THVI	_	Q-130.00
NEW:	S Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
AMERICA ST. TO	0/01/12	10/07/12	S	2	\$215.00	0.00						
N 47 8	10/06/1	2 10/06/12		CM	NCAA Colleg	je FooS	- :30	2	\$1,050.00LV1	0.00 NM	2	\$2,100.00

Print Date: 10/04/12 14:47:44 Page 6 of 7

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10/02/12 - 10/08/12

Estimate:

Len Spots Rate Pri Rtg Type Spots Amount Start End **Inventory Code** Break Start/End Time Days Ln Ch NCAA Football NCAA College Football Spots/Week Rating **Start Date End Date** Weekdays Rate Week: 10/01/12 10/07/12 2 \$1,050.00 0.00 \$1,000.00 0.00 NM ----5-:30 2 \$500.00LV2 2 N48 8 10/06/12 10/06/12 Sat Prime Special CM 8-10p KLAS Movie: The Principle Rating **End Date Weekdays** Spots/Week Rate Start Date Week: 10/01/12 10/07/12 ----S-2 \$500.00 0.00 :30 \$275.00LV2 0.00 NM N49 8 10/06/12 10/06/12 Politics Now S Sebelius CM Various ----S-\$275.00 Politics Now S Sebelius Spots/Week Rating **Start Date End Date** <u>Weekdays</u> Rate ----S-\$275.00 0.00 Week: 10/01/12 10/07/12 NFL Reg Season Game£M N 50 8 10/07/12 10/07/12 NFL Football Reg. ----S :30 \$2,200.00LV2 0.00 NM 1 \$2,200.00 NFL Football Reg. Season Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 Week: 10/01/12 10/07/12 ----S \$2,200.00 N 51 10/07/12 10/07/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 \$350.00LV2 0.00 NM \$350.00 **CBS News Sunday Morning** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----S \$350.00 0.00 10/02/12 10/05/12 8 News Now 5a M-F :30 0.00 NM N 52 CM 5-6a -TWTF--\$790.00LV1 1 \$790.00 8 News Now 5a M-F Spots/Week **Start Date End Date** Weekdays Rate Rating -TWTF--\$790.00 0.00 Week: 10/01/12 10/07/12 N 53 10/02/12 10/05/12 8 News Now 6a M-F 6-7a :30 \$965.00LV1 0.00 NM CM -TWTF--1 \$965.00 8 News Now 6a M-F Spots/Week Start Date **End Date** Weekdays Rating Rate -TWTF--Week: 10/01/12 10/07/12 \$965.00 0.00 10/02/12 10/05/12 7-9a :30 \$700.00LV1 0.00 NM N 54 CBS This Morning 7-9a CM -TWTF--\$700.00 1 **CBS This Morning** Weekdays **Start Date End Date** Spots/Week Rating Rate -TWTF--Week: 10/01/12 10/07/12 \$700.00 0.00 10/02/12 10/05/12 Ellen N 55 CM 3-4p -T----:30 \$1,490.00LV1 0.00 NM 8 \$1,490.00 Ellen Spots/Week **Start Date End Date** Weekdays Rating Rate Week: 10/01/12 10/07/12 -T----1 \$1,490.00 0.00 10/02/12 10/05/12 Live w/Kelly CM 9-10a :30 N 56 8 -TWTF--1 \$1,050.00LV1 0.00 NM \$1,050.00 Live w/Kelly Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/01/12 10/07/12 -TWTF--\$1,050.00 0.00 N 57 10/02/12 10/05/12 8 News Now 5-630p M-FCM 5-630p -TWTF--:30 \$1,750.00LV1 0.00 NM \$1,750.00 8 News Now 5-630p M-F Start Date **End Date Weekdays** Spots/Week Rating <u>Rate</u> Week: 10/01/12 -TWTF--10/07/12 \$1,750.00 0.00 10/06/12 10/06/12 Politics Now S Sebelius CM Various ----S-:30 \$965.00LV1 0.00 NM \$965.00 Politics Now S Sebelius **Start Date End Date** Weekdays Spots/Week Rate Rating ----5-Week: 10/01/12 10/07/12 \$965.00 0.00 N 59 10/07/12 10/07/12 NFL Reg Season Game£M NFL Football Reg. ----S :30 \$7,700.00LV1 0.00 NM \$7,700.00 NFL Football Reg. Season **Start Date End Date** Weekdays Spots/Week <u>Rate</u> Rating ----S 10/07/12 Week: 10/01/12 1 \$7,700.00 0.00 N 60 10/06/12 10/06/12 Sat Prime Special CM 8-10p ----S-:30 1 \$2,000.00LV1 0.00 NM \$2,000.00 KLAS Movie: The Principle Start Date **End Date Weekdays** Spots/Week Rating <u>Rate</u> ----S-Week: 10/01/12 10/07/12 \$2,000.00 0.00 N61 8 10/02/12 10/05/12 8 News Now 4-5a CM 4-5a -TWTF--:30 1 \$25.00LV3 0.00 NM 1 \$25.00 8 News Now 4-5a Start Date Spots/Week End Date <u>Weekdays</u> Rate Rating

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KLAS

Order / Rev:

37377

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08860799

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/02/12 - 10/08/12

Estimate:

Ln (Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 61	8	10/02/12	10/05/12	8 News Now 4-5a 8 News Now 4-5a		4-5a	-TWTF	:30	1	\$25.00LV3	0.00 NM	1	\$25.00
Wee	<u>Start</u> ek: 10/0		End Date 10/07/12	Weekdays -TWTF	Spots/Week 1	Rate \$25.00	Rating 0.00						
N 62	8	10/02/12	10/05/12	8 News Now 4-5a 8 News Now 4-5a		4-5a	-TWTF	:30	1	\$20.00LV4	0.00 NM	1	\$20.00
Wee	<u>Start</u> ek: 10/0	51.810.22	End Date 10/07/12	Weekdays -TWTF	Spots/Week 1	<u>Rate</u> \$20.00	Rating 0.00						
N 63	8	10/02/12	10/05/12	8 News Now 4p M 8 News Now 4p M		4-5p (4:30 PM-5:	-TWTF 00 PM)	:30	1	\$1,575.00LV1	0.00 NM	1	\$1,575.00
Wee	<u>Start</u> ek: 10/0	A CONTRACTOR OF THE PARTY OF TH	End Date 10/07/12	Weekdays -TWTF	Spots/Week 1	Rate \$1,575.00	Rating 0.00						
											Totals	151	\$73,965.00